2/28/94

Basic brand.

- program will drop in July 1994

- Carton promotion w/ 1.1 million circulation with T-shirt attached to carton
  - Additional boardback offer for 3 items

Sweatshirt	estimated cost	$~~5.00~~	10.00
Sweat pants	✓	✓	$~~10.00~~ 10.00
Sweat shorts	✓	✓	$~~10.00~~ 5.00

  - No shipping and handling charges

1) Recommendation on UPC levels
2) Recommendation on quantity to order of each of three items

GP'A

- Expiration date of program? Sept 31, 94
- Carton outlets only? → carton outlets - small drug. 30% hybrid ?
- Confirm costs of items

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